

CONTRACT



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

American Rambler Production
138 Conant Street
Beverly, MA 01915

| | | |
|--|--|--|
| <u>Contract / Revision</u> 582052 / | | <u>Alt Order #</u> 07911012 |
| <u>Product</u> ROMNEY/P/R | | |
| <u>Contract Dates</u> 10/10/12 - 10/16/12 | | <u>Estimate #</u> |
| <u>Advertiser</u> Romney/R/ President | | <u>Original Date / Revision</u> 10/09/12 / 10/09/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WTKR | <u>Account Executive</u> Jamie Andrus | <u>Sales Office</u> Washington, D.C. |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> ROMM | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|----|-------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1 | 3 | 10/10/12 | 10/14/12 | Newschannel 3 News | 6-7am | | :30 | | | NM | 6 | \$2,520.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --222-- | | | | 6 | \$420.00 | | | |
| N 2 | 3 | 10/15/12 | 10/16/12 | Newschannel 3 News | 6-7am | | :30 | | | NM | 4 | \$4,040.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | 22----- | | | | 4 | \$1,010.00 | | | |
| N 3 | 3 | 10/15/12 | 10/16/12 | Price Is Right | 11am-12n | | :30 | | | NM | 2 | \$2,720.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | 11----- | | | | 2 | \$1,360.00 | | | |
| N 4 | 3 | 10/10/12 | 10/14/12 | Price Is Right | 11am-12n | | :30 | | | NM | 3 | \$4,080.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --111-- | | | | 3 | \$1,360.00 | | | |
| N 5 | 3 | 10/10/12 | 10/14/12 | Newschannel 3 News | 12n-1230pm | | :30 | | | NM | 3 | \$2,880.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --111-- | | | | 3 | \$960.00 | | | |
| N 6 | 3 | 10/15/12 | 10/16/12 | Newschannel 3 News | 12n-1230pm | | :30 | | | NM | 2 | \$1,920.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | 11----- | | | | 2 | \$960.00 | | | |
| N 7 | 3 | 10/15/12 | 10/16/12 | CBS Daytime | 1228-3pm | | :30 | | | NM | 2 | \$1,920.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | 11----- | | | | 2 | \$960.00 | | | |
| N 8 | 3 | 10/10/12 | 10/14/12 | CBS Daytime | 1228-3pm | | :30 | | | NM | 3 | \$2,880.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --111-- | | | | 3 | \$960.00 | | | |
| N 9 | 3 | 10/10/12 | 10/14/12 | Ellen Degeneres 3pm | 3-4pm | | :30 | | | NM | 6 | \$3,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --222-- | | | | 6 | \$650.00 | | | |
| N 10 | 3 | 10/15/12 | 10/16/12 | Ellen Degeneres 3pm | 3-4pm | | :30 | | | NM | 4 | \$2,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | 22----- | | | | 4 | \$650.00 | | | |
| N 11 | 3 | 10/15/12 | 10/16/12 | NewsCha 3 News First @ 4p | 358-5pm | | :30 | | | NM | 4 | \$3,040.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | 22----- | | | | 4 | \$760.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| 582052 / | 07911012 |

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| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/10/12 - 10/16/12 | ROMNEY/P/R | |

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| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Romney/R/ President | 10/09/12 / 10/09/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|----|-------------------|-----------------|-------------------------------|----------------|------|--------|-------------------|-------------|------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| N 12 | 3 | 10/10/12 | 10/14/12 | NewsCha 3 News First @ 4p | 358-5pm | | :30 | | | NM | 6 | \$1,890.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --222-- | | | | 6 | \$315.00 | | | |
| N 13 | 3 | 10/10/12 | 10/14/12 | Newschannel 3 News | 5-530pm | | :30 | | | NM | 6 | \$5,760.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --222-- | | | | 6 | \$960.00 | | | |
| N 14 | 3 | 10/15/12 | 10/16/12 | Newschannel 3 News | 5-530pm | | :30 | | | NM | 4 | \$3,840.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MT----- | | | | 4 | \$960.00 | | | |
| N 15 | 3 | 10/15/12 | 10/16/12 | Newschannel 3 News | 530-6pm | | :30 | | | NM | 4 | \$4,520.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MT----- | | | | 4 | \$1,130.00 | | | |
| N 16 | 3 | 10/10/12 | 10/14/12 | Newschannel 3 News | 530-6pm | | :30 | | | NM | 6 | \$6,780.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --222-- | | | | 6 | \$1,130.00 | | | |
| N 17 | 3 | 10/10/12 | 10/14/12 | Newschannel 3 News | 6-630pm | | :30 | | | NM | 6 | \$8,520.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --222-- | | | | 6 | \$1,420.00 | | | |
| N 18 | 3 | 10/15/12 | 10/16/12 | Newschannel 3 News | 6-630pm | | :30 | | | NM | 4 | \$5,680.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | 22----- | | | | 4 | \$1,420.00 | | | |
| N 19 | 3 | 10/15/12 | 10/16/12 | 7-730pm | 7-730pm | | :30 | | | NM | 2 | \$2,330.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | 11----- | | | | 2 | \$1,165.00 | | | |
| N 20 | 3 | 10/10/12 | 10/14/12 | 7-730pm | 7-730pm | | :30 | | | NM | 3 | \$3,495.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --111-- | | | | 3 | \$1,165.00 | | | |
| N 21 | 3 | 10/10/12 | 10/14/12 | The Insider | 730p-8pm | | :30 | | | NM | 3 | \$3,495.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --111-- | | | | 3 | \$1,165.00 | | | |
| N 22 | 3 | 10/15/12 | 10/16/12 | The Insider | 730p-8pm | | :30 | | | NM | 2 | \$2,330.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | 11----- | | | | 2 | \$1,165.00 | | | |
| N 23 | 3 | 10/15/12 | 10/16/12 | Late News (M-F) | 11-1135p | | :30 | | | NM | 2 | \$3,630.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | 11----- | | | | 2 | \$1,815.00 | | | |
| N 24 | 3 | 10/10/12 | 10/14/12 | Late News (M-F) | 11-1135p | | :30 | | | NM | 3 | \$5,445.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --111-- | | | | 3 | \$1,815.00 | | | |
| N 25 | 3 | 10/10/12 | 10/14/12 | Late Night with David Letterm | 1135pm-1237am | | :30 | | | NM | 3 | \$945.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --111-- | | | | 3 | \$315.00 | | | |
| N 26 | 3 | 10/15/12 | 10/16/12 | Late Night with David Letterm | 1135pm-1237am | | :30 | | | NM | 2 | \$890.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | 11----- | | | | 2 | \$445.00 | | | |
| N 27 | 3 | 10/15/12 | 10/15/12 | Monday Prime | 10-11pm | | :30 | | | NM | 2 | \$11,180.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | 2 | \$5,590.00 | | | |
| N 28 | 3 | 10/16/12 | 10/16/12 | NCIS | 8-9pm | | :30 | | | NM | 2 | \$17,880.00 |

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| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/10/12 - 10/16/12 | ROMNEY/P/R | |

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| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Romney/R/ President | 10/09/12 / 10/09/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|----|-------------------|-----------------|--------------------|----------------|------|--------|-------------------|-------------|------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -T----- | | | | 2 | \$8,940.00 | | | |
| N 29 | 3 | 10/10/12 | 10/14/12 | Friday Prime | 8-9pm | | :30 | | | NM | 2 | \$4,120.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | 2 | \$2,060.00 | | | |
| N 30 | 3 | 10/14/12 | 10/14/12 | CBS Sunday Morning | 9-1030am | | :30 | | | NM | 2 | \$2,260.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | 2 | \$1,130.00 | | | |
| N 31 | 3 | 10/14/12 | 10/14/12 | Face the Nation | 1030-11am | | :30 | | | NM | 1 | \$1,360.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | 1 | \$1,360.00 | | | |
| N 33 | 3 | 10/14/12 | 10/14/12 | NFL Football | 4-8pm | | :30 | | | NM | 2 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | 2 | \$6,000.00 | | | |
| N 34 | 3 | 10/14/12 | 10/14/12 | Sunday Prime | 7-8pm | | :30 | | | NM | 1 | \$8,380.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | 1 | \$8,380.00 | | | |
| N 35 | 3 | 10/14/12 | 10/14/12 | Sunday Prime | 8-9pm | | :30 | | | NM | 2 | \$10,190.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | 2 | \$5,095.00 | | | |
| N 36 | 3 | 10/10/12 | 10/14/12 | Sunday Prime | 9-10pm | | :30 | | | NM | 2 | \$4,710.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | 2 | \$2,355.00 | | | |
| N 37 | 3 | 10/12/12 | 10/12/12 | Friday Prime | 10-11pm | | :30 | | | NM | 1 | \$4,475.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | 1 | \$4,475.00 | | | |
| N 38 | 3 | 10/10/12 | 10/14/12 | Late News (Sa-Su) | 11-1135p | | :30 | | | NM | 2 | \$1,130.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | 2 | \$565.00 | | | |
| N 39 | 3 | 10/10/12 | 10/14/12 | Sunday Prime | 10-11pm | | :30 | | | NM | 2 | \$7,060.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | 2 | \$3,530.00 | | | |
| N 40 | 3 | 10/10/12 | 10/14/12 | Late News (Sa-Su) | 11-1135p | | :30 | | | NM | 2 | \$1,130.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | 2 | \$565.00 | | | |
| N 41 | 3 | 10/10/12 | 10/12/12 | CBS This Morning | 7-9a | | :30 | | | NM | 1 | \$140.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | | | 1 | \$140.00 | | | |
| N 42 | 3 | 10/15/12 | 10/16/12 | CBS This Morning | 7-9a | | :30 | | | NM | 2 | \$280.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MT----- | | | | 2 | \$140.00 | | | |
| N 43 | 3 | 10/10/12 | 10/12/12 | NewsChannel 3 News | 5-6am | | :30 | | | NM | 3 | \$945.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | | | 3 | \$315.00 | | | |
| N 44 | 3 | 10/15/12 | 10/16/12 | NewsChannel 3 News | 5-6am | | :30 | | | NM | 2 | \$630.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MT----- | | | | 2 | \$315.00 | | | |
| N 45 | 3 | 10/10/12 | 10/10/12 | Wednesday Prime | 9-10pm | | :30 | | | NM | 1 | \$8,035.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | | | 1 | \$8,035.00 | | | |

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|---------------|----|-------------------|-----------------|--------------------|----------------|------|--------|-------------------|-------------|------|------------|---------------------|
| | | | | | | | | | | | Spots | Amount |
| N 46 | 3 | 10/10/12 | 10/10/12 | Wednesday Prime | 10-11pm | | :30 | | | NM | 1 | \$3,710.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | | | 1 | \$3,710.00 | | | |
| N 47 | 3 | 10/11/12 | 10/11/12 | Thursday Prime | 8-9pm | | :30 | | | NM | 1 | \$4,410.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ---T--- | | | | 1 | \$4,410.00 | | | |
| N 48 | 3 | 10/13/12 | 10/13/12 | NCAA Football | 12-330p | | :30 | | | NM | 2 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | 2 | \$1,500.00 | | | |
| N 49 | 3 | 10/14/12 | 10/14/12 | 1135pm-1205am | 1135pm-1205am | | :30 | | | NM | 1 | \$105.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | 1 | \$105.00 | | | |
| N 50 | 3 | 10/13/12 | 10/13/12 | Redskins Overnight | 1135-1235xm | | :30 | | | NM | 1 | \$85.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | 1 | \$85.00 | | | |
| Totals | | | | | | | | | | | 133 | \$199,265.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|---------------------|---------------------|
| 10/01/12 - 10/16/12 | 133 | \$199,265.00 | \$169,375.25 |
| Totals | 133 | \$199,265.00 | \$169,375.25 |

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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